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ABSTRACT

This scope and sequence guide, developed for a commercial art vocational education program, represents an initial step in the development of a systemwide articulated curriculum sequence for all vocational programs within the Metropolitan Nashville Public School System. It was developed as a result of needs expressed by teachers, parents, and the business community for sequential structure within the vocational education curriculum. The guide contains an introduction, course description, general course objectives, course content (with specific objectives) in outline format, and a list of resource materials, such as textbooks, curriculum guides, audiovisual aids, and reference books. This three-year commercial art course covers the following topics: basic drawing, lettering, layout, design, color and painting related to advertising art, principles of advertising, printing theory, and mechanicals. The program requires preparation of a portfolio, and provides students the opportunity to participate in Vocational Industrial Clubs of America (VICA) leadership training, and in local, state, and national skills competitions. (KC)

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COMMERCIAL ART

SCOPE AND SEQUENCE

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VOCATIONAL EDUCATION

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CE 043729

Metropolitan Public Schools

Nashville Davidson County, Tennessee

Charles O. Frazier, Director

FOREWORD

This scope and sequence guide, developed for the Commercial Art Vocational Education program, represents an initial step in the development of a systemwide articulated curriculum sequence for all vocational programs within the Metropolitan Nashville Public School System. It is a direct result of needs expressed by teachers, parents, and the business community for sequential structure within the vocational education curriculum. An articulated vocational curriculum allows a student to move from one level of instruction to the next without repeating learning tasks already mastered, and without experiencing gaps in the presentation of relevant instructional material.

A goal of this curriculum effort is to provide teachers a usable guide based on input from the teachers. The initial step was an identification of course content, with all teachers having an opportunity to contribute. What follows is a publication using the teachers' contributions: a sequential listing of objectives and skills for each program offering.

This guide does not include all specific resource materials that may be used to assist students in acquiring minimum competencies. It is to serve as a guide for the sequence of course content and scope of what is to be taught. This guide content is extremely important and its use is encouraged. The suggested competencies and resource materials allow instructors an opportunity to be creative and resourceful in meeting the needs of individual programs and students.

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INTRODUCTION

This guide is an outline of information to promote an understanding of the commercial art field to vocational instructors and to guidance personnel. Commercial art develops an employable skill as opposed to fine art which is more self-expression and craft related.

The following outline is developed from state approved textbooks, curriculum guides, industrial survey needs and other resources.

Each year the material covered should be an advancement from the previous year rather than repetition. Also, the world of work should be discussed to refresh the students each year about the necessary skills to obtain jobs. Finally during the third year, detailed emphasis is placed on portfolio, further training, work attitudes and job placement.

COURSE DESCRIPTION

Commercial Art is art which is prepared for reproduction or presentation for the purpose of selling a product. The three-year course includes: basic drawing, lettering, layout, design, color and painting as it relates to advertising art, principles of advertising, printing theory and mechanicals. Preparing a portfolio within the three-year period is required. Students are tested and critiqued as needed to show proficiency. Exams are required for each semester.

Students have the opportunity to participate in Vocational Industrial Clubs of America (VICA) leadership training and in local, state and national skills competition.

GENERAL COURSE OBJECTIVES

1. To teach safety procedures in the commercial art occupations
2. To teach proper care and use of tools and equipment used in commercial art occupations
3. To develop and understanding of the requirements in the field of commercial art
4. To teach entry level skills in the use of tools and art media of the commercial artist
5. To develop a creative problem solving approach in the art field
6. To encourage good work attitudes toward employers and employees

COURSE CONTENT FOR COMMERCIAL ART I

(First Semester)

I. **Introduction to commercial art (2 weeks)**

Specific objectives:

To become acquainted with Vocational Industrial Clubs of America (VICA)
To become acquainted with the field of commercial art and the available job opportunities
To become acquainted with the tools needed to perform various tasks
To become familiar with possible health hazards and understand necessary safety precautions

A. Becomes familiar with safety precautions

B. Becomes acquainted with tools of the trade

C. Becomes acquainted with careers

D. Investigates job market

E. Becomes familiar with VICA

II. **Basic drawing (8 weeks)**

Specific objectives:

To correctly render a three-dimensional form on a two-dimensional surface
To develop the ability to indicate light and shadow, line weight and texture
To understand the theory of perspective and render precise one and two-point perspective drawings

A. Learns line drawing

B. Draws basic forms

C. Renders halftone drawing

D. Renders perspective drawing

III. **Media and color (8 weeks)**

Specific objectives:

Specific objectives continued:

To become familiar with various media available to the commercial artist and to explore the numerous techniques for using them
To understand color theory as a prerequisite to the use of colored media

A. Uses pencil

B. Uses ink

C. Renders on scratch board

D. Understands color theory

E. Uses tempera (designers colors)

F. Uses water color

G. Uses pastels

H. Uses design markers

COURSE CONTENT FOR COMMERCIAL ART I

(Second Semester)

I. **Figure drawing (4 weeks)**

Specific objective:

To become acquainted with basic concepts in drawing the human and animal figure

A. Draws human figure

B. Draws animal figure

II. **Lettering (6 weeks)**

Specific objectives:

To demonstrate knowledge of different styles of hand lettering, proper letter spacing and optical effects
To render letters using a variety of media

A. Knows styles of letters

B. Learns letter spacing

C. Renders display lettering

III. **Advertising layout (8 weeks)**

Specific objectives:

To understand purpose of layout in creating interest toward advertisements
To understand function of layout in advertising

A. Understands elements and principles of design

B. Understands elements of the ad

C. Completes mechanicals

D. Makes color separations

COURSE CONTENT FOR COMMERCIAL ART II

(First Semester)

I. **Typography (7 weeks)**

Specific objectives:

To acquire an understanding and application of typography
To learn terminology and measurements involved in the use of type

A. Learns terminology

B. Understands type setting

C. Learns copyfitting

D. Learns measuring system

E. Prepares copy

II. **Mechanical and printing processes (11 weeks)**

Specific objectives:

To develop ability to prepare accurate, neat, camera-ready art
To develop creative problem solving approaches to live-work experiences
To learn various printing processes including silkscreen

A. Develops paste-up methods skills

B. Uses photos

C. Crops and scales

D. Uses photostats

E. Prepares mechanicals

F. Becomes familiar with printing processes

COURSE CONTENT FOR COMMERCIAL ART II

(Second Semester)

I. **Illustration (18 weeks)**

Specific objectives:

To explore and expand the ability to render effective illustrations in a variety of media

A. Explores advanced techniques for skill development

B. Researches and uses professional materials

COURSE CONTENT FOR COMMERCIAL ART III

(First and Second Semesters)

I. **Practical and actual work experiences (30 weeks)***

Specific objectives:

To participate in live-work experiences in preparation for the job market
To become proficient in preparing posters, brochures, programs and illustrations
To develop specialized skills through independent study and live-work experiences

A. Completes independent study projects

B. Participates in live-work experiences

II. **Presentation (4 weeks)**

Specific objectives:

To become proficient in preparing a portfolio and resume**
To become proficient in relating to the client and production people

A. Prepares a portfolio

B. Prepares a resume

C. Participates in competitive art activities

III. **History (2 weeks)**

Specific objectives:

To become aware of the artistic styles of the past
To understand how art reflects the society of the period
To use the art of the past as a source of reference for design projects

A. Researches commercial art

B. Researches graphic arts

C. Researches fine arts

* During the second and third years students will work on practical jobs as they become available and will not spend 30 weeks at one time on this task.

** Throughout the 2 or 3 year program, all of the assigned projects will be designed to be suitable for portfolio pieces.

RESOURCE MATERIALS

Textbooks

Cardamone, Tom. Advertising Agency and Studio Skills, Revised and Enlarged Edition. New York: Watson-Guptill Publications, 1970.

Maurello, S. Ralph. Commercial Art Techniques. New York: William Penn Publishing Company, 1963.

Maurello, S. Ralph. How To Do Paste-Ups and Mechanicals. New York: Tudor Publishing Company, 1960.

Reichelt, R. A. Speedball Textbook, 21st Edition. North Carolina: Hunt Manufacturing Company.

Sheppard, Joseph. Anatomy, A Complete Guide for Artists. New York: Watson-Guptill Publications, 1975.

Silver, Gerald A. Graphic Layout and Design. Albany, New York: Delmar Publishers Inc., 1981.

Curriculum Guides

Commercial Artist, Coordinator's Guide. Austin, Texas: Instructional Materials Center, The University of Texas, 1976.

Workbook for Commercial Artist. Austin, Texas: Instructional Materials Center, The University of Texas, 1976.

Course of Study Outline—Commercial Art. East Brunswick, New Jersey: Middlesex County Rutgers University, 1975.

Suggested Guidelines for Commercial Art. Columbus, Ohio: Trade & Industrial Education Services, Room 610 State Office Building.

Reference Books

Adams, Norman. Drawing Animals. Watson-Guptill Publications, 1979.

Reference Books continued:

Brocus, William H. Advertising Graphics, Third Edition. New York: MacMillan Publishing Company, 1979.

Calle, Paul. The Pencil. New York: Watson-Guptill Publications, 1974.

Cardamone, Tom. Mechanical Color Separation Skills. New York: Van Nostrand Reinhold Company, 1980.

Cooper, Al. World of Logotypes, Volume 2. New York: Direction Book Company, 1978.

Cutler, Merritt. How To Cut Drawings on Scratchboard. Watson-Guptill Publication, 1960.

D'Amelio, Joseph. Perspective Drawing Handbook. New York: Leon Amiel Publisher, 1964.

Gates, David. Lettering for Reproduction. New York: Watson-Guptill Publications, 1969.

Hunt, Christopher. The Airbrush Book, Art History and Technique. New York: Van Nostrand Reinhold Company, 1980.

Lem, Dean Phillip. Graphics Master, Second Edition. Los Angeles, California: Dean Lem Associates, 1977.

Loomis, Andrew. Figure Drawing For All It's Worth. New York: The Viking Press, 1971.

Modley, Rudolf. Handbook of Pictorial Symbols. New York: Dover Publications, Inc., 1976.

Snyder, John. Commercial Artist's Handbook. New York: Watson-Guptill Publications, 1973.

Stone, Bernard. Preparing Art for Printing. New York: Von Nostrand Reinhold Company, 1965.

Audio Visual

Filmstrips

Basic Drawing, No. 680, Part 1, Part 2, Stamford, Connecticut: Educational Dimensions Group, 1979

Drawing People: An Introduction to Figure Drawing, No. 689, Parts 1-4, Stamford, Connecticut: Educational Dimensions Group, 1980

How To Do: Cartooning/Animation, No. 649, Part 1, Stamford, Connecticut: Educational Dimensions Group, 1975

How To Do: Posters, No. 673, Part 1, Part 2, Stamford, Connecticut: Educational Dimensions Group, 1978

Lettering: A Creative Approach to Basic, No. 676, Part 1, Part 2, Stamford, Connecticut, Educational Dimensions Group, 1978

Perspective Drawing, No. 671, Part 1, Part 2, Stamford, Connecticut: Educational Dimensions Group, 1977

Posters: Old and New, Part 1, Part 2, Pleasantville, New York: Educational Audio Visual, Inc., 1976